IN THE CLAIMS

Please cancel claims 40, 49 and 58, and amend claims 1, 15, 27, 41-48, 50-57, and 59-66 as follows.

1. (CURRENTLY AMENDED) A method of alleviating problems associated with delays in accessing data on a network, comprising:

(a) accessing data on a network from a client computer;

(b) identifying when a sufficient delay occurs during the accessing step, wherein the identifying step is performed by a server computer connected to the client computer via the network; and

(c) presenting filler contents on the client computer during the identified sufficient delay.

2-14. (CANCELED)

15. (CURRENTLY AMENDED) An apparatus for alleviating problems associated with delays in accessing data on a network, comprising:

(a) a client computer connected to the network;

(b) a browser, executed by the client computer, for accessing data on the network; and

(c) a filler engine, executed by the client computer, for presenting filler contents on the client computer when a sufficient delay is identified in the accessing of the data on the network, wherein identification of the sufficient delay is performed by a server computer connected to the client computer via the network.

16-26. (CANCELED)

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27. (CURRENTLY AMENDED) A computer program carrier readable by a computer and embodying one or more instructions that are executable by the computer to perform method steps for alleviating problems associated with delays in accessing data on a network, the method comprising:

(a) accessing data on a network from a client computer;

(b) identifying when a sufficient delay occurs during the accessing step, wherein the identifying step is performed by a server computer connected to the client computer via the network; and

(c) presenting filler contents on the client computer during the identified sufficient delay.

28-39. (CANCELED)

40. (CANCELED)

41. (CURRENTLY AMENDED) The method of claim [[40]] 1 above, wherein the sufficient delay is identified by the server computer and then communicated to the client computer to trigger the presenting of the filler contents on the client computer.

42. (CURRENTLY AMENDED) The method of claim [[40]] 1 above, wherein the filler contents are provided by the server computer.

43. (CURRENTLY AMENDED) The method of claim [[40]] 1 above, wherein the filler contents are selected by the server computer.

44. (CURRENTLY AMENDED) The method of claim [[40]] 1 above, wherein the filler contents are directly related to the accessed data.

45. (CURRENTLY AMENDED) The method of claim [[40]] 1 above, wherein the presenting of the filler contents do not interrupt the accessing of the data.

46. (CURRENTLY AMENDED) The method of claim [[40]] 1 above, wherein the filler contents are presented while the accessing of the data continues.

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47. (CURRENTLY AMENDED) The method of claim [[40]] 1 above, wherein, if the presenting of the filler contents completes before the accessing of the data completes, new filler contents are presented.

48. (CURRENTLY AMENDED) The method of claim [[40]] 1 above, wherein, if the accessing of the data completes before the presenting of the filler contents completes, the presenting of the filler contents is terminated.

49. (CANCELED)

50. (CURRENTLY AMENDED) The apparatus of claim [[49]] 15 above, wherein the sufficient delay is identified by the server computer and then communicated to the client computer to trigger the presenting of the filler contents on the client computer.

51. (CURRENTLY AMENDED) The apparatus of claim [[49]] 15 above, wherein the filler contents are provided by the server computer.

52. (CURRENTLY AMENDED) The apparatus of claim [[49]] 15 above, wherein the filler contents are selected by the server computer.

53. (CURRENTLY AMENDED) The apparatus of claim [[49]] 15 above, wherein the filler contents are directly related to the accessed data.

54. (CURRENTLY AMENDED) The apparatus of claim [[49]] 15 above, wherein the presenting of the filler contents do not interrupt the accessing of the data.

55. (CURRENTLY AMENDED) The apparatus of claim [[49]] 15 above, wherein the filler contents are presented while the accessing of the data continues.

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56. (CURRENTLY AMENDED) The apparatus of claim [[49]] 15 above, wherein, if the presenting of the filler contents completes before the accessing of the data completes, new filler contents are presented.

57. (CURRENTLY AMENDED) The apparatus of claim [[49]] 15 above, wherein, if the accessing of the data completes before the presenting of the filler contents completes, the presenting of the filler contents is terminated.

58. (CANCELED)

59. (CURRENTLY AMENDED) The computer program carrier of claim [[58]] 27 above, wherein the sufficient delay is identified by the server computer and then communicated to the client computer to trigger the presenting of the filler contents on the client computer.

60. (CURRENTLY AMENDED) The computer program carrier of claim [[58]] 27 above, wherein the filler contents are provided by the server computer.

61. (CURRENTLY AMENDED) The computer program carrier of claim [[58]] 27 above, wherein the filler contents are selected by the server computer.

62. (CURRENTLY AMENDED) The computer program carrier of claim [[58]] 27 above, wherein the filler contents are directly related to the user's transaction or session.

63. (CURRENTLY AMENDED) The computer program carrier of claim [[58]] 27 above, wherein the presenting of the filler contents do not interrupt the accessing of the data.

64. (CURRENTLY AMENDED) The computer program carrier of claim [[58]] 27 above, wherein the filler contents are presented while the accessing of the data continues.

65. (CURRENTLY AMENDED) The computer program carrier of claim [[58]] 27 above, wherein, if the presenting of the filler contents completes before the accessing of the data completes, new filler contents are presented.

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66. (CURRENTLY AMENDED) The computer program carrier of claim [[58]] 27 above, wherein, if the accessing of the data completes before the presenting of the filler contents completes, the presenting of the filler contents is terminated.

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